

14 Which do you think causes more greenhouse gas pollution when operated under normal conditions?

- ☐ A typical single-family house
- ☐ A typical car

15 Please look at the product types listed below. Please mark the source(s) of information you are most likely to use to obtain information about that product type.

Heating and Cooling Products

- ☐ *Consumer Reports* and other consumer-oriented magazines
- ☐ Other magazines
- ☐ Newspapers
- ☐ Radio advertising or programs
- ☐ Television advertising or programs
- ☐ Electric or gas utility programs
- ☐ Advice from retailers
- ☐ Advice from contractors
- ☐ Friends, neighbors, or relatives
- ☐ Other
- ☐ Internet
- ☐ Don't know

Home Appliances

- ☐ *Consumer Reports* and other consumer-oriented magazines
- ☐ Other magazines
- ☐ Newspapers
- ☐ Radio advertising or programs
- ☐ Television advertising or programs
- ☐ Electric or gas utility programs
- ☐ Advice from retailers
- ☐ Advice from contractors
- ☐ Friends, neighbors, or relatives
- ☐ Other
- ☐ Internet
- ☐ Don't know

Home Electronics

- ☐ *Consumer Reports* and other consumer-oriented magazines
- ☐ Other magazines
- ☐ Newspapers
- ☐ Radio advertising or programs
- ☐ Television advertising or programs
- ☐ Electric or gas utility programs
- ☐ Advice from retailers
- ☐ Advice from contractors
- ☐ Friends, neighbors, or relatives
- ☐ Other
- ☐ Internet
- ☐ Don't know

Please note: We emphasize that this survey is **strictly confidential** and respect the confidentiality of your responses. Your responses will be included with the responses of other survey participants, and your name will not be associated with your responses, or be provided to the government or any other party.

16 How many people live in your household, including yourself. *(Please count children as well as adults. Include all members of your household whether or not they are related to you.)*

Number of people in household: _____

17 What is your age?

- ☐ 18 - 25
- ☐ 26 - 35
- ☐ 36 - 50
- ☐ 51 - 70
- ☐ 71 and above

18 What is your gender?

- ☐ Male
- ☐ Female

19 Are you the person responsible for paying the energy bill(s) in your household?

- ☐ Yes
- ☐ No

20 Please mark the box indicating the total combined income in the last 12 months of all family members living in your household. *(Include income before taxes and deductions from all sources.)*

- ☐ Less than \$5,000
- ☐ \$5,000 - \$9,999
- ☐ \$10,000 - \$14,999
- ☐ \$15,000 - \$19,999
- ☐ \$20,000 - \$24,999
- ☐ \$25,000 - \$44,999
- ☐ \$45,000 - \$74,999
- ☐ \$75,000 and over

21 Which of the following best describes your home?

- ☐ Single-family home not attached to others
- ☐ Apartment in building with 4+ units
- ☐ Townhouse or row house
- ☐ Mobile home
- ☐ Duplex or triplex
- ☐ Other

22 Do you or members of your household own or rent your present home?

- ☐ Own
- ☐ Rent
- ☐ Occupy but do not pay rent

Thank you very much for your assistance



ENERGY STAR® Household Survey

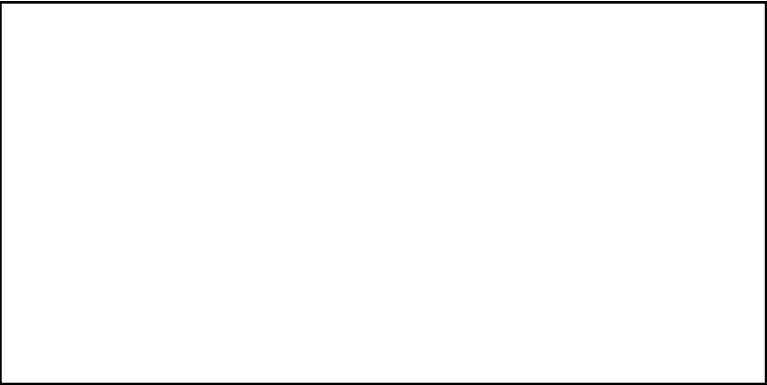
You have been selected at random to participate in a survey for the U.S. Environmental Protection Agency (EPA).

Please take a few minutes to fill out this short questionnaire. You can return this form to our research firm by simply refolding this form, stapling or taping it securely, and dropping it in a mailbox. No postage is necessary.

This survey is strictly confidential. Your name will not be associated with your responses and will not be provided to the government or any other party. Your cooperation will help EPA understand how best to assist citizens in creating and preserving a healthy environment.

Thank you,
The U.S. Environmental Protection Agency

Fold on Dotted Line



Staple or tape here

Household Survey Instructions

Who should complete the survey?
Please pass this questionnaire to the person in your household who makes decisions about major appliance and home electronics purchases.

How to complete the survey?
Please read the questions below. Mark the answers that best fit your situation with an X in the boxes provided. Based on your response, you will be asked to proceed to the next question or instructed to skip to another question.

Where to return the survey?
When you are finished, please refold the questionnaire, staple or tape where indicated, and drop it in any mailbox. No postage is necessary.

Whom to call with questions?
If you have any questions about the study or the questionnaire, please call Opinion Dynamics Corporation at 1-800-966-1254.



1

Please look at the ENERGY STAR label above. Write the first message that comes to mind when you see the ENERGY STAR label.

2

Please write any other messages that come to mind when you see the Energy Star label.

3

Prior to this survey, have you ever heard of or seen this label?

☐ Yes

☐ No (Skip to Question 10) →

If you have seen the Energy Star label before, answer the following questions, otherwise go to Question 10

4

Please review the following list and mark with an X all places in which you have seen or heard about the ENERGY STAR label.

In Various Media

☐ In newspaper or magazine advertisements or articles

☐ In television advertisements or programs

☐ On utility inserts or by direct mail

☐ On displays in stores

☐ On the Internet

☐ From a sales person or contractor

☐ From a friend, neighbor, or relative

On Various Products or Product Literature

Heating and Cooling Products

☐ Central air conditioner

☐ Furnace or boiler

☐ Heat pump

☐ Thermostat

☐ Room air conditioner

Home Office Equipment

☐ Computer or monitor

☐ Computer printer

☐ Copying machine

☐ Fax machine

Home Appliances

☐ Dishwasher

☐ Refrigerator

☐ Lighting fixture

☐ Washing machine

Building Materials

☐ Windows

☐ Doors

☐ Skylights

☐ Insulation

Home Electronics

☐ Television

☐ VCR

☐ New Home

☐ Don't Know

5

Have you purchased any of the products listed in Question 4 since August 1997?

☐ Yes

☐ No (Skip to Question 11)

6

Were any of the products you purchased ENERGY STAR labeled, rated, or qualifying?

☐ Yes

☐ No (Skip to Question 10) ←

7

For any ENERGY STAR product(s) you purchased, did the presence or absence of the ENERGY STAR label influence your purchasing decision?

☐ Yes

☐ No (Skip to Question 10) ←

☐ Don't Know (Skip to Question 10) ←

8

If you purchased an ENERGY STAR product, did you receive rebates or reduced-rate financing?

☐ Yes

☐ No (Skip to Question 10) ←

☐ Don't Know (Skip to Question 10) ←

9

If you received rebates or reduced-rate financing, how likely is it that you would have purchased these products if the rebates or reduced-rate financing had not been available?

☐ Very Likely

☐ Somewhat Likely

☐ Somewhat Unlikely

☐ Very Unlikely

☐ Don't Know

10

Which of the following products have you purchased since August 1997? Please mark with an X all that apply.

Heating and Cooling Products

☐ Central air conditioner

☐ Furnace or boiler

☐ Heat pump

☐ Thermostat

☐ Room air conditioner

Office Equipment Products

☐ Computer or monitor

☐ Computer printer

☐ Copying machine

☐ Fax machine

List continued at top of next column

Home Appliances

☐ Dishwasher

☐ Refrigerator

☐ Lighting fixture

☐ Washing machine

Building Materials

☐ Windows

☐ Doors

☐ Skylights

☐ Insulation

Home Electronics

☐ Television

☐ VCR

☐ New Home

☐ Have Not Purchased Any of The Above

11

How likely is it that you will search for ENERGY STAR models the next time you shop for items listed in Question 10?

☐ Very Likely

☐ Somewhat Likely

☐ Somewhat Unlikely

☐ Very Unlikely

☐ Don't Know

12

Including energy costs, do you think the costs of buying, owning, and operating an ENERGY STAR product over its lifetime are higher, lower, or about the same as products that do not display or qualify for the ENERGY STAR label?

☐ Higher

☐ Lower

☐ About the Same

☐ Don't Know

13

How many personal computers are in use in your home?

Number of computers:_____

(If your answer is 0, please skip to Question 14 on the next page.)

Adding together the use of all computers in your home, what is the average number of hours per day that computers are turned on?

Average number of hours:_____